

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Start Now To

Grow Your Own Orchids

You Need only a sunny window and 20 minutes a week



GROW YOUR ORCHIDS THIS SIMPLE WAY

The requirements of Orchids are few and are easily met in the average home. They are:

1. PLENTY OF SUNLIGHT. A south or east window, unshaded from November until March, lightly shaded from 9:30 to 3:30, with a thin gauze-like curtain the rest of the year. (If the plants can be placed out in the yard under light shade during the months when no frost occurs so much the better.)

2. SUFFICIENT WARMTH. The usual house temperature of 60-70 degrees at night and 65-85 degrees in the day is fine. No damage is done by occasional drops by the thermometer even into the thirties if only for short periods.

3. FOOD. If you want flowers year after year and strong husky growth feed your plants with a solution of one teaspoonful **Fenorco Plant Food** to the gallon of tepid water. Feed weekly.

4. WATER. Water plants heavily only once per week—lightly once or twice weekly. Re-

192—STARTER COLLECTION

Five, fine, flowering size plants including 2 Cattleya trianae (winter), 1 Cattleya Gas-kelliana (Spring), 1 Laelia anceps (Fall), and 1 Dendrobium Phalaenopsis (Fall), plus 1 pound of Fenorco Plant Food. A \$39.00 Value. Cost with transportation prepaid east of Rocky Mountain States (in U. S.) \$28.50 U. S. West Coast \$31.50

193—HYBRID STARTER COLLECTION—YOU SAVE \$12.50

Five plants in oil. Finest hybrids. 2 large flowering size, corsage type Cattleyas in 5" pots in sheath and 3 smaller plants in 3" pots, each plant 6 to 8" tall, should flower next year. One of the smaller plants is a pure white hybrid. A \$50.00 value. Cost with transportation paid east of Rocky Mountain States \$37.50 U. S. West Coast and Rocky Mountain States \$40.00

member, let them dry out between watering.

Water with tepid water by pouring water over the plant—always water during the morning—the water will run directly through the pot. A plant in a 5" pot should have, for a heavy watering, approximately one-half gallon of water poured through it. It is best, when watering, to take the plants to the kitchen sink or a laundry tub and to do the watering there. The gravel pan (Cake Pan) mentioned in paragraph 6 is used only to prevent dripping and to keep the plants from drying out too quickly. It is not a means of watering.

5. CLEANLINESS. The easiest way to keep a few plants healthy and clean is to wipe them down weekly with a wet cloth or sponge and a mild soap such as Ivory. During this process remove the papery sheaths from old growth. If you leave a little suds on the plants it won't hurt them.

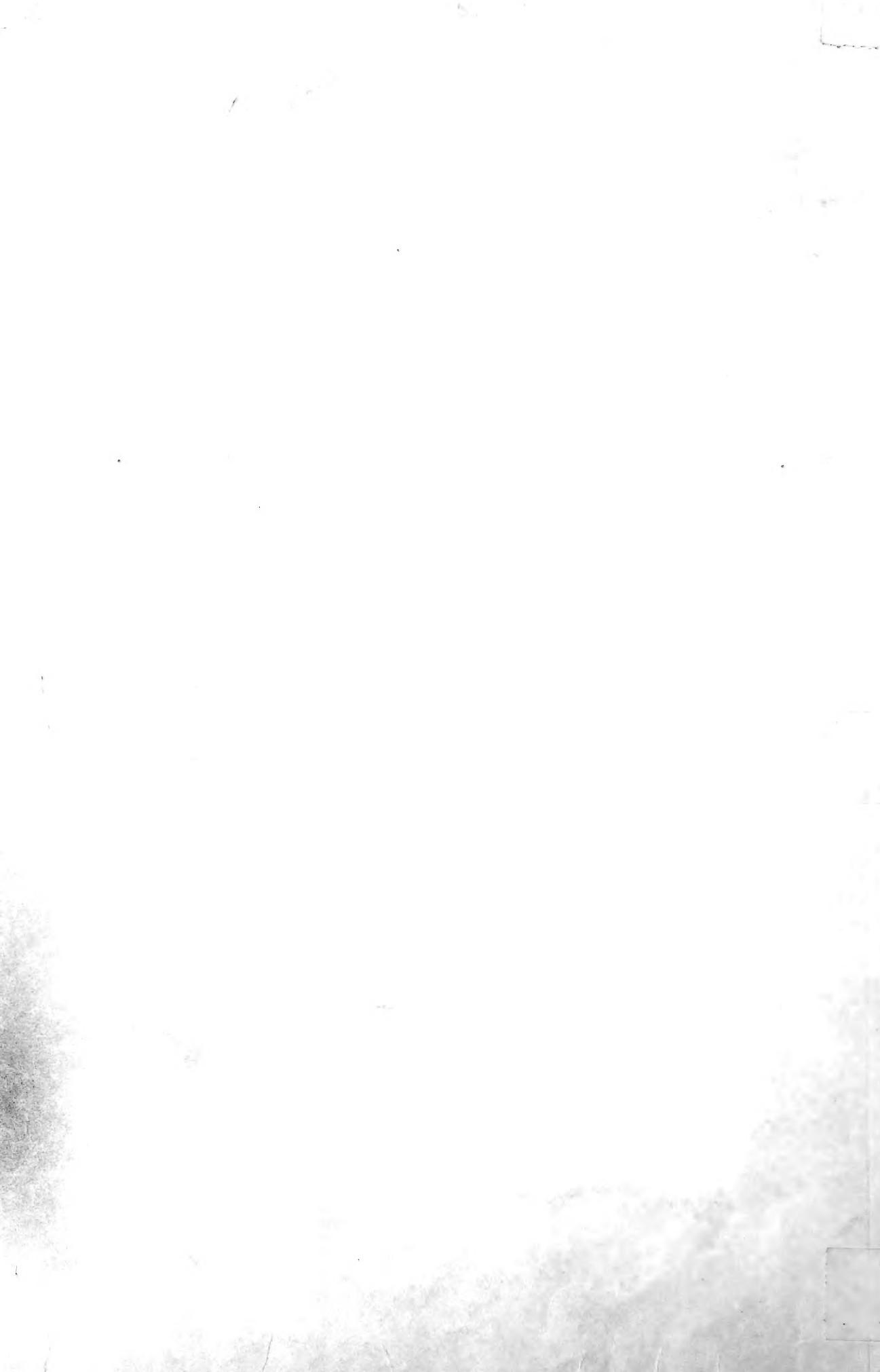
6. EQUIPMENT. The plants can easily be grown in any room with sufficient light with only very simple equipment. Get a large shallow pan or dish—a glass or aluminum cake pan is fine. Fill the pan with gravel to the top and with water to about 2/3 the depth of the

gravel, place the pan on the window sill or over the radiator in front of the window and place the orchid pot on the top of the gravel. Keep the water level as constant as possible, but always below the bottom of the orchid pot. (See illustration on page 3.)

This pan of wet gravel keeps the plant from drying too fast, provides sufficient humidity for the plant, prevents excess water from staining the floor and window sill (and incidentally helps provide more pleasant living conditions in the room for you by adding some needed humidity.)

7. REPOTTING. All our plants come to you in pots. They will not need repotting for about two or three years.

If, by accident, a pot is broken, obtain one of the same size and firmly press the plant and osmunda fiber into it.



Orchids That Are Easy to Grow

194

CATTLEYA HYBRID SEEDLING SPECIAL — You Save \$7.50

Seven fine young Cattleya seedlings in 2-in. to 3-in. pots, each plant 2-in. to 4-in. tall. These plants should bloom within 2 to 5 years. Price also includes one pound FENORCO Hydroponic Plant Food. Value \$18.50.

195

CAKE PAN SPECIAL — You Save \$5.52

Includes two Cattleya plants of flowering size, large corsage type lavender blooms, one Hybrid Cattleya seedling in 3-in. pot and 1 pound Fenorco Hydroponic Plant Food. Value \$22.50.

196

CATTLEYA TRIANAEI

Single plants. These are flowering size plants of the regular corsage type orchids. Fall and winter flowering. Price includes one pound FENORCO Hydroponic Plant Food.

197

Larger plants as above should bloom on 2 or more stems. Price also includes one pound FENORCO Hydroponic Plant Food.

198

SUPERIOR VARIETY COLLECTION — You Save \$20.02

Includes nine plants in all as follows: Four mature flowering size Cattleya plants (large lavender corsage type flowers), 2 fine hybrid Cattleya seedlings, one white, in 4-in. pots; should bloom within 12 months, 3 fine hybrid Cattleya seedlings in 3-in. pots, should bloom within 1½ to 3 years. Price also includes 5 pounds FENORCO Hydroponic Plant Food. Value \$75.00.

199

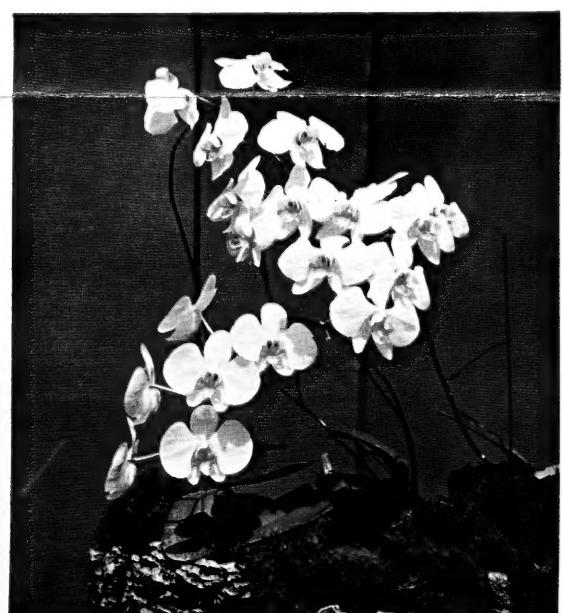
ORCHID FANCIER'S COLLECTION — You Save \$60.00

Includes 6 mature flowering size Cattleya plants (large lavender corsage type flowers), 4 fine Cattleya hybrid seedlings (1 white in these). Should bloom within 12 months; 1 Cluster Cattleya flowering size, 1 Dendrobium flowering size, 6 fine Cattleya hybrid seedlings in 3-in. pots; should bloom within 1½ to 3 years. Also includes 10 pounds FENORCO Hydroponic Plant Food. Value \$167.00.

200

EXTRA SPECIAL — You Save \$11.02

Most Flowers per Dollar Collection. This collection consists of two Cattleya plants, each with two flowering bulbs. These are large, heavy plants and will produce as many, or more, flowers as 4 plants of our \$8.50 size or as two of our No. 84 Collections, at a very considerable saving. In addition these are among our strongest plants. Price also includes 1 pound FENORCO Hydroponic Plant Food. Value \$35.00.

**Fennell's ORCHID-A-MONTH CLUB**

An easy way to obtain a good orchid collection at budget prices. See announcement in the 'Orchid News' or write for details.

203

Phalaenopsis Hybrids. Larger type flowers. Plants in 5" pots, flowering size \$17.50 each.

204

Smaller plants in 4" pots, flowering size \$12.50 each.

\$11.00



MANITOWOC, WISCONSIN
JUNE 27, 1953

Fennell Orchid Co.
Homestead, Fla.

Dear Mr. Fennell:

My orchid that I bought from you in March has just produced! Not one blossom as I had hoped but 4 exquisite flowers.

I had little hopes of me being able to be successful (never have been with ordinary house plants) so you can imagine what a thrill it has been to watch that sheath open up its prize package of four beautiful blooms. They are 4-4½ inches in width and the lip is 3 inches long, a beautiful, light lavender with deep reddish-purple lip and very fragrant.

It surely has been worth the price already with all the enjoyment I've had from it so far. Orchids in Manitowoc are really a novelty. The paper called and asked to take a picture of it. I am sending you a copy.

Sincerely,
Mrs. R. P. Rowley

TERMS — Cash with order. Sorry, no C.O.D. No packing charges. Unless otherwise stated, all prices FOB, Homestead, Fla.

\$8.98 ea.

\$12.98 ea.

\$54.98

\$107.00

\$23.98

ORCHID SUPPLIES**OSMUNDA**

Enough for 2 or 3, 6 inch pots \$2.00 postpaid
Enough for 5 or 6, 6 inch pots \$3.50 postpaid
Bales, enough for 40 to 50 pots, \$15.00, FOB, Homestead, Florida.

**FENORCO
HYDROPONIC PLANT FOOD**

Used Successfully by Thousands of Orchid Growers Around the World

1 pound Postpaid	\$1.75
5 pounds Postpaid	\$4.50
10 pounds Postpaid	\$8.00

**FENORCO PLANT SPRAY
CONTAINING DDT**

The Best All-round Spray for Most Orchid Insect Pests One Pint, Postpaid	3.50
One Quart, Postpaid	\$5.50
One Gallon, Postpaid	\$16.00

**201—SENIOR HYBRID COLLECTION—You Save \$30.25**

Six large, strong, flowering size plants of highest quality in 5 or 6 inch pots. Will produce flowers similar to those shown above.

1 pure white Cattleya hybrid (C. St. Petersburg) . . . 1 dark Brasso Laelio Cattleya hybrid (Bc. Apollo x Lc. Black Hawk) . . . 1 Laelio Cattleya hybrid (C. Waubesa x Lc. Black Hawk) . . . 1 light, nearly white Brasso Cattleya hybrid (C. Digbyana x C. Enid) . . . 1 dark Cattleya hybrid (C. Ernie Pyle) . . . 1 white with colored lip Cattleya hybrid (C. Enid alba) . . . 5 pounds Fenorco Plant Food . . . Each plant in sheath. Everyone different.

Regular price.....\$158.75—Special price.....\$128.50

202—JUNIOR HYBRID COLLECTION—You Save \$12.00

Very similar to the Senior Hybrid Collection but these are young plants ready to start flowering. Each plant in sheath but plants are small and first flowers may be small. Five plants of highest quality parentage.

1 Brasso Cattleya hybrid . . . 1 Laelio-Cattleya hybrid . . . 1 white Cattleya hybrid . . . 1 white with colored lip Cattleya hybrid . . . 1 Cattleya hybrid . . . 2 pounds Fenorco Hydroponic Plant Food.

Regular price.....\$64.50—Special price.....\$52.50

205

SUPER CAKE PAN SPECIAL—includes

one Cattleya plant with two leads and one with one lead plus a large hybrid Cattleya seedling in a 3" pot—plus one pound Fenorco Plant Food. Value \$30.00—Transportation prepaid East of Rockies in U. S. \$21.50

U. S. Mountain States and
West Coast.....24.50



WE PACK ALL PLANTS VERY CAREFULLY — WE GUARANTEE SAFE DELIVERY — ANYTIME — ANYWHERE IN THE UNITED STATES.

Mr. Fennell —**Please tell me---**

DO YOU SHIP ORCHIDS? We ship orchid plants all over the world as well as to thousands of satisfied customers throughout the U.S. and Canada.

HOW OFTEN DO ORCHIDS BLOOM? Cattleya species plants usually bloom one time per year per lead, though large plants of *C. trianae*, *C. Mossiae* and *C. Gaskelliana* sometimes bloom on two bulbs per lead per year. Some of the better hybrids bloom several times per year.

HOW LONG DOES AN ORCHID PLANT LIVE? We have plants at the ORCHID JUNGLE that we have had in the family since 1888.

DO I NEED A GREENHOUSE TO RAISE ORCHIDS? Not unless you wish to raise them in large quantities. They can be raised **in your home** by the Cake-pan method if you have a sunny window and follow the directions.

MUST I HAVE A GLASS CASE TO GROW ORCHIDS IN MY HOME? No, in almost all cases it is easier and more satisfactory as well as much cheaper to grow plants on the "cake pans" than in closed cases. Glass cases inside the house usually cut down the light available to the plants, they are too stuffy and generally plants in them are kept too wet.

I LIVE IN CANADA—CAN YOU SHIP ORCHID PLANTS TO ME? Yes, write to your Canadian Department of Agri-



Visitors come from all over the world to see the "ORCHID JUNGLE," only 25 miles south of Miami. Follow signs on U.S. No. 1. Here one of our charming guides shows visitors a large *Cattleya Gigas*. Orchids from every part of the world flower in abundance on our great oak trees. Every lady visitor receives an orchid.

YELLOW and BRONZE CATTLEYAS

C. Granulosa (center) — *C. Dowiana aurea* (right) and their fine, summer flowering, heavy textured, hybrid *C. Pittiana* at left. The color of *C. Pittiana* sepals and petals varies from light yellow to deep bronze and its lip from lavender to deep maroon purple. We have good, flowering size plants of *C. Pittiana* at \$25.00 and \$35.00 each.



culture, Ottawa, and request that they send you an import permit. You will be sent a permit number and an address sticker. Send the address sticker to us with your order. We advise shipment to Canadian points only between May 1st and October 1st. Any shipments made outside the above period to points in Canada must be entirely at the buyer's risk.

WE WANT YOU TO SUCCEED!

Our orchids are all carefully selected, strong, healthy plants. We do not sell back bulbs or culls. If you want to succeed, start right with strong plants. We furnish growing instructions with all plants.

WE DO NOT BREAK COLLECTIONS

We are sometimes asked to divide and ship a collection to two or more places. Unfortunately, we cannot do this. Collections are priced for shipment as one order to one address.



Fennell Orchid Company
Orchid Jungle
HOMESTEAD, FLORIDA



U.S. POSTAGE
Paid 2 cts.
PERMIT 1